



The better way to bank

- Media release -

CUA Invests in future leaders, financial literacy

Junior Achievement of Nova Scotia receives \$10,000 in support of programming

November 28, 2017 (Halifax, NS) – Halifax-based banking institution CUA has marked 'giving Tuesday' by announcing a \$10,000 gift to Junior Achievement of Nova Scotia (JANS).

"We believe that financial knowledge has a direct impact on realizing one's future potential," says Marie Mullally, President & CEO of CUA. "We are proud to support JANS and the impact they are making on our youth and local economy. When youth are introduced to financial concepts including credit scores, budgeting, saving and spending wisely, everyone wins."

According to the JANS 2016-2017 Annual Report, for every \$1 invested in JA programs, \$45 is created in economic prosperity. In addition, achievers are 26% less likely to be unemployed, more likely to start and own a business, and three-times more likely to plan for their future.

"In addition to being a valued donor, CUA has a number of engaged JA alumni who inspire the next generation of achievers by mentoring JA youth through Company Program and our annual events," says Kristin Williams, President & CEO of JANS. "CUA is a tremendous community leader, contributing to JA programming as well as delivering financial literacy curriculum and hands-on business experience in the classroom. It is partners like CUA that make the important work that JA does possible."

Helping Nova Scotians be more knowledgeable and confident in financial matters is central to CUA's community investment strategy. In addition to their involvement with JANS, CUA delivers free workshops to community and employee groups, university and college students, and is currently celebrating Financial Literacy Month on social media with posts about saving, spending wisely and planning ahead. Those who are interested in learning more or following along can do so by visiting cua.com or using #FLM2017.

About the Company

Established in 1948, CUA is a full-service banking institution with seven branch locations, a Commercial Centre, a Wealth Management division and a Customer Contact Centre located in Halifax, Nova Scotia. CUA serves over 20,000 customers and has assets in excess of \$460 million. CUA offers personal and business banking through its branch network, online banking, deposit anywhere service, mobile app and an extensive network of ATMs. CUA delivers flexible banking products, personalized service and quick decision-making with extensive knowledge of the local marketplace. CUA reinvests 100 percent of its profits back into the business to benefit members and the local economy, delivering on its vision to help members and their communities be financially well. To learn more, visit cua.com.

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